



**IOWA DEPARTMENT OF ADMINISTRATIVE SERVICES  
ONLINE CUSTOMER SATISFACTION SURVEY  
SEMI-ANNUAL SURVEY (JANUARY-JUNE 2007)  
AUGUST 20, 2007**

Essman/Research, an independent marketing research firm in Des Moines, Iowa, was retained by the Iowa Department of Administrative Services (DAS) in January 2006 to develop and implement four quarterly surveys for FY06 and FY07. Effective March 2007, DAS discontinued the quarterly survey and implemented a semi-annual customer satisfaction survey to replace the quarterly survey.

The purpose of the semi-annual survey is to gather feedback from customers regarding their experiences with DAS and the services purchased and/or received through each of the following areas.

- General Services Enterprise (GSE)
- Information Technology Enterprise (ITE)
- Human Resources Enterprise (HRE)
- State Accounting Enterprise (SAE)
- DAS Core

A total of 70 online surveys were returned.

- 62 customers responded to the survey
- 8 Customer Council members responded to the survey

■ **Satisfaction with Products and Services**

(10-point scale where ONE means VERY DISSATISFIED and TEN means EXTREMELY SATISFIED)

DAS Enterprises and DAS Core

Among the four DAS enterprises (GSE, ITE, HRE and SAE) and DAS Core, **overall**, the customers surveyed rated their **satisfaction with the products and/or services received** from the Human Resource Enterprise (HRE) slightly higher (8.18 on the 10-point scale) than the other enterprises and DAS Core.

	<u>Overall Average</u>
• HRE	8.18
• ITE	7.71
• SAE	7.62
• DAS Core	7.20
• GSE	6.98

■ **Satisfaction with Customer Service**

(10-point scale where ONE means VERY DISSATISFIED and TEN means EXTREMELY SATISFIED)

DAS Enterprises and DAS Core

Among the four DAS enterprises (GSE, ITE, HRE and SAE) and DAS Core, **overall**, the customers rated their **satisfaction with the customer service** provided by the Human Resource Enterprise (HRE) slightly higher (8.00 on the 10-point scale) than the other enterprises and DAS Core.

	<u>Overall Average</u>
• HRE	8.00
• ITE	7.78
• SAE	7.75
• DAS Core	7.74
• GSE	7.19

■ **Overall Satisfaction with Products and Services and Customer Service**

(10-point scale where ONE means VERY DISSATISFIED and TEN means EXTREMELY SATISFIED)

<b>DAS Enterprise</b>	<b>Satisfaction/Products and Service</b>	<b>Customer Service</b>	<b>Overall Average Enterprise Rating</b>
HRE	8.18	8.00	<b>8.09</b>
ITE	7.71	7.78	<b>7.75</b>
SAE	7.62	7.75	<b>7.69</b>
DAS Core	7.20	7.74	<b>7.47</b>
GSE	6.98	7.19	<b>7.09</b>
<b>Overall Rating</b>	<b>7.54</b>	<b>7.70</b>	<b>7.62</b>